

*in*  
*arthritis*  
*and allied*  
*disorders*

**Rapid Relief of Pain**  
usually within a few days

**Greater Freedom  
and Ease of Movement**  
functional improvement in a significant  
percentage of cases

**No Development of Tolerance**  
even when administered over  
a prolonged period

# BUTAZOLIDIN

(brand of phenylbutazone)



Its usefulness and efficacy substantiated by numerous published reports,  
BUTAZOLIDIN has received the Seal of Acceptance of the Council on  
Pharmacy and Chemistry of the American Medical Association for use in:

- Gouty Arthritis
- Psoriatic Arthritis
- Painful Shoulder (including peritendinitis, capsulitis, bursitis and acute arthritis)
- Rheumatoid Arthritis
- Rheumatoid Spondylitis

Since BUTAZOLIDIN is a potent agent, patients for therapy should be selected  
with care; dosage should be judiciously controlled; and the patient should be regularly  
observed so that treatment may be discontinued at the first sign of toxic reaction.

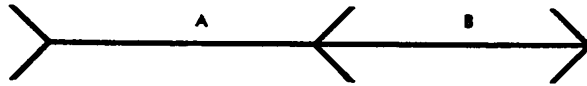
*Descriptive literature available on request.*

BUTAZOLIDIN® (brand of phenylbutazone), coated tablets of 100 mg.



**GEIGY PHARMACEUTICALS**  
Division of Geigy Chemical Corporation  
220 Church Street, New York 13, N. Y.  
In Canada: Geigy Pharmaceuticals, Montreal

**WHICH LINE IS LONGER ?**



In spite of what your eyes might tell you, lines 'A' and 'B' are exactly **EQUAL** in length. Along pharmaceutical lines you'll find that . . .

*. . . any way you look at it*

**YOU'RE ALWAYS RIGHT WITH**

**RAWL**

## RAWL-VITE TABLETS

9-vitamin therapeutic formula . . . carefully balanced to provide adequate but not excessive dosage of any single factor.

. . . the **dye-free** tablet with natural 'A' for effective treatment of multi-vitamin deficiencies.

*In bottles of 30 and 100*

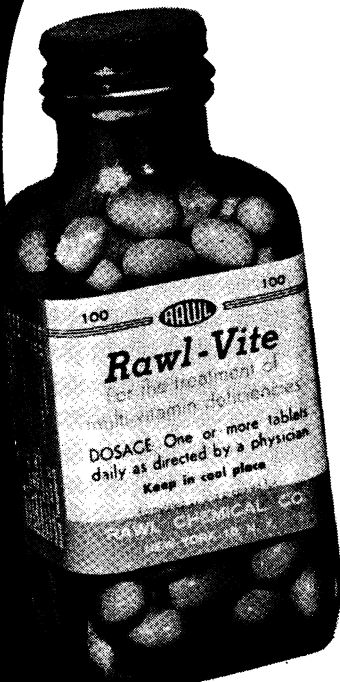
**Each Tablet Contains:**

Vitamin A .....	10,000 U.S.P. units
Vitamin D .....	500 U.S.P. units
Thiamine HCl (B <sub>1</sub> ) .....	10 mg.
Riboflavin (B <sub>2</sub> ) .....	5 mg.
Pyridoxine HCl (B <sub>6</sub> ) .....	1 mg.
Calcium Pantothenate .....	5 mg.
Nicotinamide .....	50 mg.
Ascorbic Acid (C) .....	125 mg.
Mixed Tocopherols .....	3.4 mg.

**RAWL CHEMICAL COMPANY**

**Pioneers in Whole Liver Vitamin Therapy**

**303 FOURTH AVENUE • NEW YORK 10, N. Y.**





A new form of a synthetic narcotic analgesic . . .  
 approximately twice as potent as racemic Dromoran  
 (dl) Hydrobromide 'Roche' . . . inducing prompt  
 pain relief with longer duration of analgesic  
 effect than morphine.

. . . indicated for the relief of severe or intractable  
 pain . . . preoperative medication and  
 postoperative analgesia.

. . . "A striking characteristic is its ability to  
 produce cheerfulness in pain-depressed patients  
 the morning after an evening dose."\*

. . . less likely than morphine to produce constipation,  
 nausea or other undesirable side effects . . . whether  
 administered orally or subcutaneously.

## LEVO-DROMORAN

TARTRATE 'Roche'

(tartaric acid salt of levo-3-hydroxy-N-methylmorphinan)

: CAUTION:  
 : *Levo-Dromoran Tartrate*  
 : *is a narcotic analgesic.*  
 : *It has an addiction*  
 : *liability equal to*  
 : *morphine and therefore*  
 : *the same precautions*  
 : *should be taken in*  
 : *dispensing this drug*  
 : *as with morphine.*

: \*Glazebrook, A. J.: Brit. M. J.,  
 : 2:1328 (Dec. 20) 1952.

HOFFMANN-LA ROCHE INC • Nutley 10 • New Jersey

LEVO-DROMORAN®—brand of levorphan



## **RESULTS FAR SUPERIOR IN HAY FEVER**

In more than 92% of 102 patients in one study, "... results obtained with PHENERGAN in symptomatic relief of pollen hay fever were far superior to those obtained with any other antihistaminic agent."<sup>1</sup> Side effects were negligible; single, individualized doses were effective for periods of from four to 24 hours.<sup>1</sup>

The allergic patient, exhausted by the sneezing, rhinitis and lacrimation of hay fever, can be restored to *comfortable* living with PHENERGAN.

1. Silbert, N. E.: Ann. Allergy 10:328-334  
(May-June) 1952

### **Supplied:**

Tablets—12.5 mg. per tablet; bottles of 100  
Syrup—6.25 mg. per teaspoonful (5 cc.);  
bottles of 1 pint

# **Phenergan<sup>®</sup>**

**Hydrochloride**

PROMETHAZINE HYDROCHLORIDE



PHILADELPHIA 2, PA.

WHEN HEAT IS NEEDED TO RELIEVE PAIN...

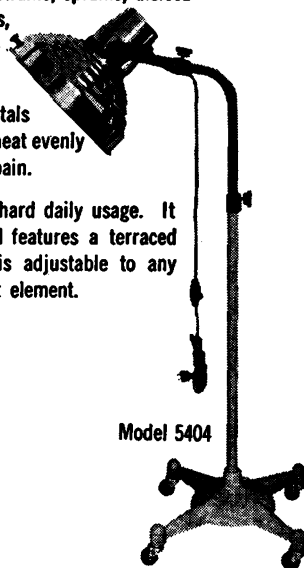
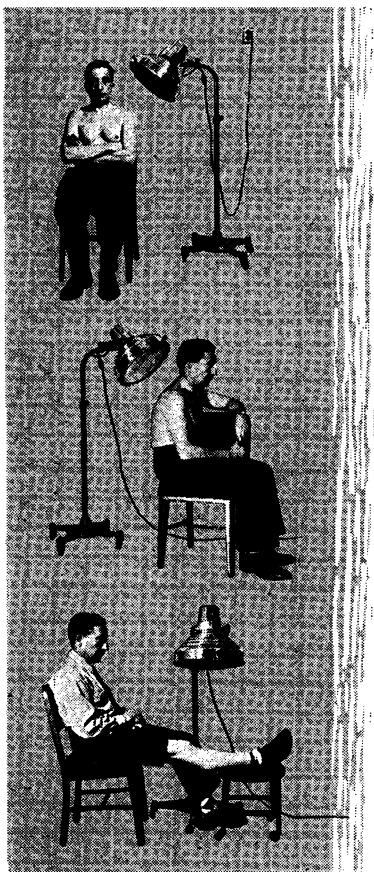
# HANOVIA SOLLUX LAMP

For INFRA-RED Therapy

May be used effectively in cases of contusions, strains, sprains, dislocations, fractures, synovitis (except tuberculosis), bursitis, tenosynovitis, backache, joint stiffness, arthritis, infantile paralysis and other conditions.

Long standard in doctors' offices as well as hospitals is HANOVIA'S SOLLUX LAMP. It provides infra-red heat evenly without hot spots. It is most efficient in the relief of pain.

Here is a lamp ruggedly constructed to permit hard daily usage. It is mounted on 4 casters for ease of movement and features a terraced aluminum hood that distributes heat evenly. It is adjustable to any position. Available with a 500 watt bulb or 600 watt element.



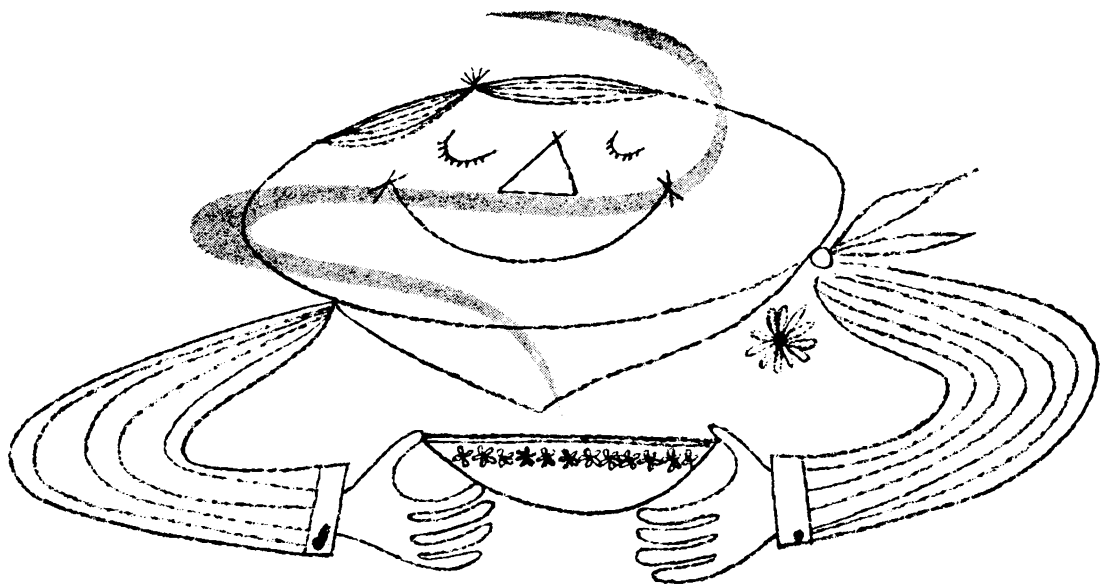
Model 5404

See your dealer for information concerning the Hanovia SOLLUX LAMP and other Hanovia products.

For descriptive literature write to Dept. B-6-54.

**HANOVIA**

Chemical & Manufacturing Company  
Newark 5, New Jersey



## salt-free needn't mean flavor-free

DIASAL is enthusiastically endorsed by low-salt dieters for the zest and flavor it gives to pallid, sodium-restricted meals. So closely does it match the appearance, texture and taste of table salt that patient adherence to your diet instructions is virtually assured.

DIASAL contains only potassium chloride, glutamic acid and inert ingredients...no sodium, lithium, or ammonium. It may be used safely for extended periods, both at the table and in cooking. Because of its potassium, DIASAL may be a valuable prophylactic against potassium depletion.

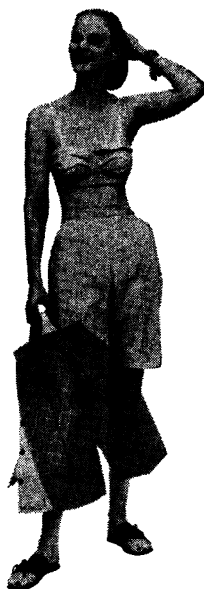
# DIASAL<sup>®</sup>

**packaging:** available in 2-ounce shakers and 8-ounce bottles.  
Send for liberal supplies of tasting samples and low-sodium-diet sheets for your patients.



**FOUGERA**

**E. FOUGERA & COMPANY, INC.**  
75 Varick Street, New York 13, N. Y.



*as readily  
as mother  
beats the heat*

*one tablespoon of*

**DRYCO®**

*per 3 fluidounces of water  
without added carbohydrate  
relieves baby's nonspecific  
summer diarrhea*



*for samples  
and literature,  
write to:*

**Borden's®**

**PRESCRIPTION PRODUCTS DIVISION**  
350 Madison Avenue, New York 17



Specify versatile DRYCO, whenever a low fat, moderate carbohydrate, high protein formula is indicated. DRYCO serves equally well as the basic formula for normal infants, prematures, or whenever digestive disturbances demand specialized care. Readily digested, easily reconstituted with warm or cold water. In 1- and 2½-lb. tins at all drug outlets.

The Outstanding Advantage of VISO-CARDIETTE Ownership . . .

You can  
depend  
**DIRECTLY** on  
Sanborn Co.  
for



**PERFORMANCE**

**QUALITY**

**SERVICE**

**PRICE**



Write for  
descriptive  
literature

Sanborn sells and ships *directly* to the user—whether doctor, hospital, clinic or laboratory. There are no intermediate steps, no “middle men” with diversified interests.

When a doctor considers electrocardiograph ownership, Sanborn is glad to ship a Viso-Cardiette *directly to him* for a 15 day, *no-obligation* trial. If it is not satisfactory, he ships it back in the same carton. On the other hand, if he keeps it, he thus continues a *direct-to-user* relationship which reaps many extra benefits.

First of all, he knows he has paid the same price for his Viso as any other doctor, due to the Sanborn “direct” policy.

As an owner, he begins to receive from Sanborn Company the “Technical Bulletin”, a bi-monthly publication prepared by those who *know the most* about the Viso.

He knows that his service man is a *SANBORN* man (probably located right in his own city).

He sees in the instrument the high quality and performance standards that stem from a *first-hand* knowledge of heart testing needs.

And, the Viso owner likes the feeling that he is dealing directly with people who have been *specializing* for 30 years in the design, manufacture and servicing of electrocardiographs, and who assume *direct responsibility* for their instruments.

**SANBORN COMPANY**

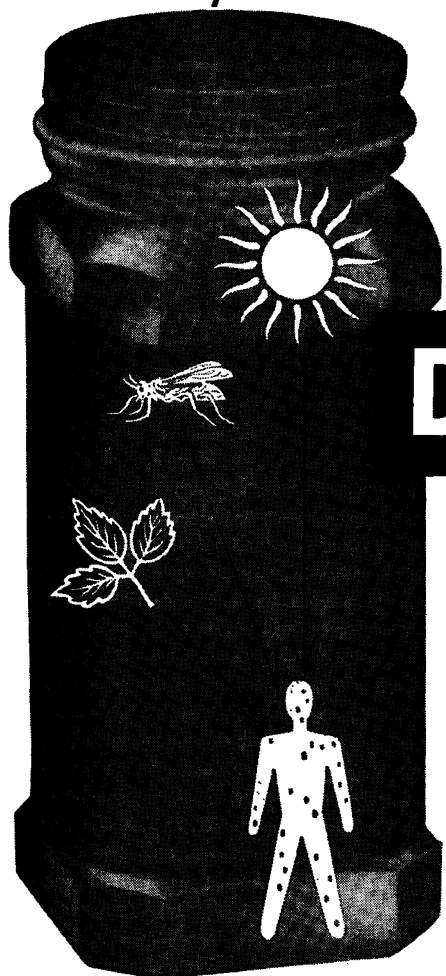
BRANCH OFFICE

1860 BROADWAY

NEW YORK, N. Y., Circle 7-5794-5795



as dependable as **DESITIN**  
OINTMENT



Ingredients: high grade  
Norwegian cod liver oil,  
zinc oxide, magnesium carbonate,  
lime water, emulsifiers qs.

*Pleasantly scented, non-staining,  
washes off readily with water.*

Wide-mouthed 4 ounce bottles.



*new*

**IMPROVED**

## **DESITIN** *Lotion*

*unusually effective, soothing,  
non-sensitizing with the healing  
action of COD LIVER OIL in*

**dermatitis venenata • sunburn  
atopic eczema • intertrigo  
pityriasis rosea • insect bites  
industrial dermatitis**

### **CLEAR-CUT CLINICAL EVIDENCE<sup>1,2</sup>**

demonstrates that DESITIN LOTION is . . .

**unusually effective**—"dermatitis was either relieved, improved, or completely resolved" in almost every patient using DESITIN LOTION. Itching and irritation promptly alleviated.

**truly non-sensitizing**—"in no case was there a single instance of true skin sensitization despite prolonged use."

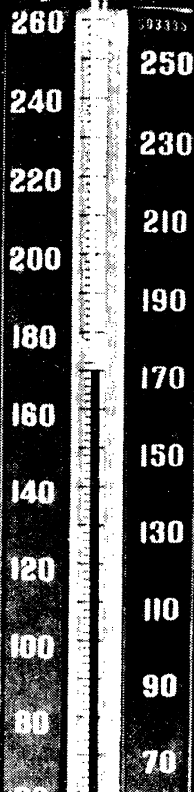
**"fixotropic"**—DESITIN LOTION is "fixotropic"—remaining in homogeneous, free-flowing suspension.

**samples** and reprints on request.

**DESITIN** **CHEMICAL COMPANY** 70 Ship St., Providence 2, R. I.

1. Holland, M. H.: J. Med. Soc. New Jersey 49:469, 1952.

2. Grayzel, H. G., Heimer, C. B., and Grayzel, R. W.: New York St. J. M. 53:2233, 1953.



*Clinical results  
of treatment with  
the most effective  
single hypotensive  
available...*



## **Improvement in 55 to 62% of patients with hypertensive kidney disease<sup>1</sup>**

Together with significant reductions in elevated blood pressure in 80 per cent of hypertensives,<sup>1,2</sup> Methium therapy may produce an appreciable improvement in the associated renal symptoms when actual uremia is not present. Albuminuria and hematuria present in 48 of the 120 hexamethonium-treated patients followed by Moyer's group, improved definitely in 28 cases.<sup>1</sup> In addition, progressive renal failure did not continue so long as the blood pressure was controlled.

With continued management, up to or beyond a year, blood pressure may be reduced and stabilized, and cardinal symptoms arrested or reversed, without any increase in dosage.<sup>1</sup>

As blood pressure is reduced, and even without

reduction, hypertension symptoms have regressed. Retinopathy may disappear, headache, cardiac failure and kidney function may improve.

Methium, a potent autonomic ganglionic blocking agent, reduces blood pressure by interrupting nerve impulses responsible for vasoconstriction. Because of its potency, careful use is required. Pretreatment patient-evaluation should be thorough. Special care is needed in impaired renal function, coronary disease and existing or threatened cerebral vascular accidents.

1. Moyer, J. H.; Miller, S. I., and Ford, R. V.: J.A.M.A. 152:1121 (July 18) 1953.

2. Moyer, J. H.; Snyder, H. B.; Johnson, I.; Mills, L. C., and Miller, S. I.: Am. J. M. Sc. 225:379 (April) 1953.

# **Methium®**



CHLORIDE

(BRAND OF HEXAMETHONIUM CHLORIDE)

**WARNER-CHILCOTT** *Laboratories, NEW YORK*

**angina pectoris  
coronary occlusion  
peripheral or pulmonary embolism**

# 'Paveril Phosphate'

(Dioxyline Phosphate, Lilly)

**relaxes vasospasm  
increases exercise tolerance  
lessens the frequency of pain**

**SUPPLIED AS:**

---

1 1/2-grain and 3-grain tablets

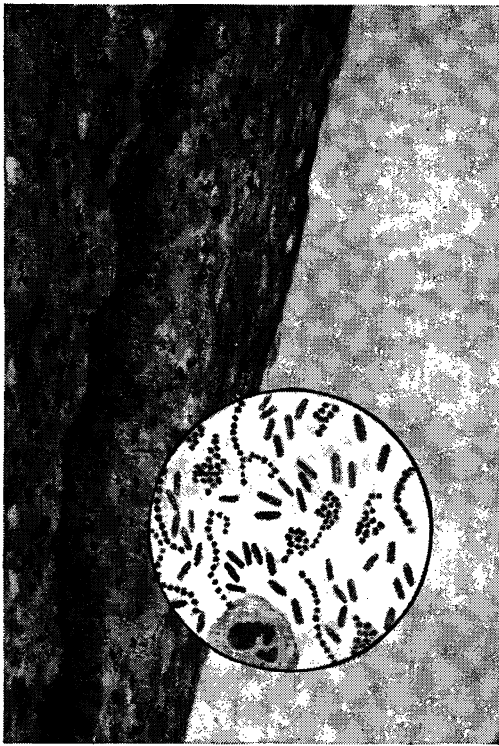
**AVERAGE DOSE:**

---

1 1/2 to 6 grains three or four times a day, before meals and at bedtime



ELI LILLY AND COMPANY, INDIANAPOLIS 6, INDIANA, U. S. A.



Senile vaginal epithelium is low in glycogen, low in acid and (inset) low in protective Döderlein bacilli, encouraging growth of pathogenic organisms.



Normal vaginal epithelium is high in glycogen, is definitely acid and (inset) contains adequate Döderlein bacilli to combat pathogenic organisms.

## Restoring the Normal Acid Barrier to Trichomonal Vaginal Infection

*To discourage multiplication of trichomonads and to encourage physiologic protective mechanisms, a comprehensive therapeutic regimen with Floraquin® is instituted.*

The normal vagina, by reason of its acid reaction, is provided with a natural barrier against pathogenic microorganisms which require an alkaline medium. When the "acid barrier" is removed, a hypo-acid state results and growth of the protective, physiologic and nonpathogenic Döderlein bacilli is inhibited—to be replaced by such pathogenic organisms as the trichomonad, streptococcus, staphylococcus, colon bacillus and *Monilia candida*.

As infection develops, the epithelial cell layers, which normally number between forty-five and

fifty-five, may decrease to as few as fifteen to twelve layers or may disappear entirely. With this loss of glycogen-bearing cell layers, the available carbohydrate released by physiologic desquamation into the vaginal secretion and ultimately converted into lactic acid is proportionately decreased.

Floraquin not only provides an effective trichomonacide (*Diodoquin*®), destructive to pathogenic organisms, but furnishes sugar and boric acid for reestablishment of the normal vaginal acidity and regrowth of the normal protective flora. G. D. Searle & Co., Research in the Service of Medicine.



**CAPSULES:** 250 mg., 100 mg., 50 mg.



**ORAL SUSPENSION:** *Cherry flavor.*  
250 mg. per 5 cc. teaspoonful

# ACHR

**now available in these many convenient forms:**



**TABLETS:** 250 mg., 100 mg., 50 mg.



**SPERSOIDS\*:** 50 mg. per teaspoonful (3.0 Gm.)  
Dispersible Powder



**INTRAVENOUS:** 500 mg., 250 mg., 100 mg.

# OMYCIN<sup>\*</sup>

Tetracycline HCl Lederle

ACHROMYCIN, the new broad-spectrum antibiotic, is now available in a wide range of forms for oral and parenteral use in children and adults. New forms are being prepared as rapidly as research permits.

ACHROMYCIN is definitely less irritating to the gastrointestinal tract. It is more rapidly diffusible in body tissues and fluids. It maintains effective potency for a full 24-hours in solution.

ACHROMYCIN has proved effective against beta hemolytic streptococcal infections, *E. coli*, meningococci, staphylococci, pneumococci and gonococci, acute bronchitis, bronchiolitis, pertussis and the atypical pneumonias, as well as virus-like and mixed organisms.



**PEDIATRIC DROPS:** Cherry flavor.  
Approx. 25 mg. per 5 drops.  
Graduated dropper.



LEDERLE LABORATORIES DIVISION *AMERICAN Cyanamid COMPANY* PEARL RIVER, N. Y.

<sup>\*</sup>REG. U.S. PAT. OFF.

# SARATOGA GEYSER WATER



may be helpful in conditions where the patient's natural inclination is to ingest foodstuffs deficient in alkaline ash residue. The rich alkalinity of Geyser Water will tend to restore the alkaline reserve to normal, in a most pleasant fashion.

*For literature, write*

Frank W. Reynolds, M.D., M.P.H., *Medical Director*  
610 Saratoga Springs New York

THE STATE OF NEW YORK . . . THE SARATOGA SPA

AN EFFECTIVE TRANQUILIZER-ANTIHYPERTENSIVE,  
ESPECIALLY IN MILD, LABILE ESSENTIAL HYPERTENSION....

## Serpasil<sup>TM</sup>

(RESERPINE CIBA)

*A pure crystalline alkaloid of rauwolfia root  
isolated and introduced by CIBA*

Virtually every patient with essential hypertension can benefit from the tranquilizing, bradycrotic and mild antihypertensive effects of Serpasil therapy.

Mg. per mg., Serpasil has a therapeutic effectiveness ratio of approximately 1000 to 1 compared with the whole root. Tablets, 0.25 mg. (scored) and 0.1 mg.

**C I B A**  
SUMMIT, N. J.

17-2019M

## CHARLES B. TOWNS HOSPITAL *Established 1901*

**FOR THE TREATMENT OF ALCOHOLISM**

**NARCOTIC AND BARBITURATE**

**ADDICTIONS EXCLUSIVELY**

Complete Medical & Psychiatric Treatment at predetermined cost. Privacy of patient is assured—if desired.

Literature on Request

Edward B. Towns, *Director*

293 Central Park West, N. Y. 24, N. Y.  
Schuyler 4-0770

Member American Hospital Association

*Calm, Relaxed AND Awake*

# MEBARAL®

BRAND OF MEPHOBARITAL

for the hyperexcitability  
so often found in

hypertension  
hyperthyroidism  
convulsive disorders  
difficult menopause  
psychoneurosis  
hyperhidrosis



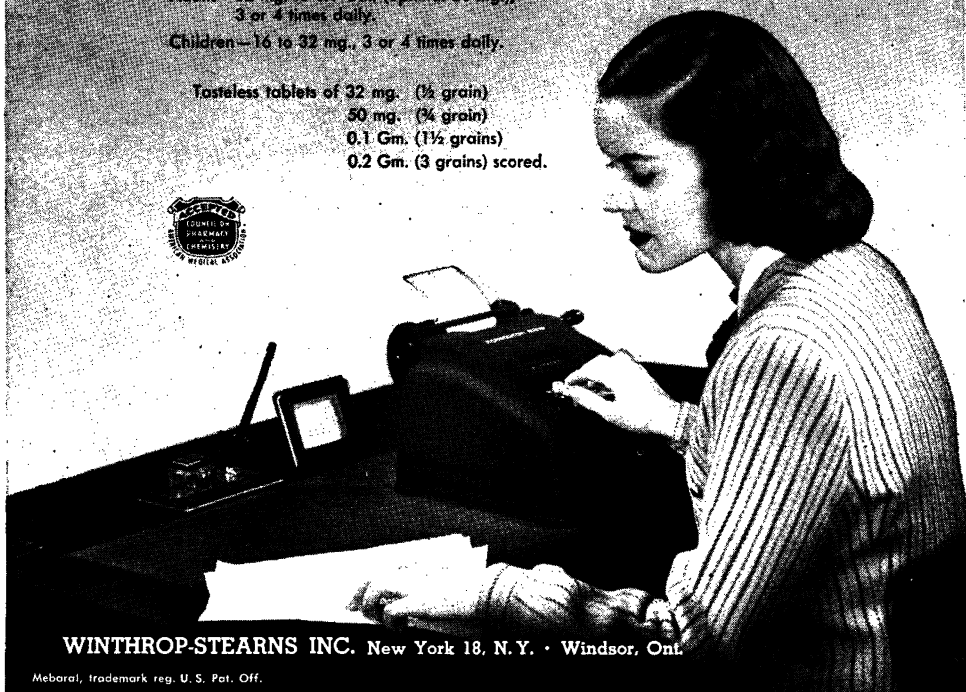
Mebaral's soothing sedative effect is obtained without significantly  
clouding the patient's mental faculties.

**Average Dose:**

Adults—32 mg. to 0.1 Gm. (optimal 50 mg.),  
3 or 4 times daily.

Children—16 to 32 mg., 3 or 4 times daily.

Tasteless tablets of 32 mg. ( $\frac{1}{2}$  grain)  
50 mg. ( $\frac{3}{4}$  grain)  
0.1 Gm. ( $1\frac{1}{2}$  grains)  
0.2 Gm. (3 grains) scored.



WINTHROP-STEARN'S INC. New York 18, N. Y. • Windsor, Ont.

Mebaral, trademark reg. U. S. Pat. Off.



*"Symptoms, including fever,*

*largely cleared up*

*within 24 to*

*48 hours."*



English, A. R., et al.:  
Antibiotics Annual (1953-1954),  
New York, Medical  
Encyclopedia, Inc., 1953, p. 70.

# AIH *Tetracyn*

Brand of **tetracycline** hydrochloride

*a new  
broad-spectrum  
antibiotic  
of unexcelled  
tolerance*

Simple, dramatic proof of the effectiveness of Tetracyn is offered by the characteristic rapid defervescence noted in the treatment of a wide range of susceptible infectious diseases. *Think of Tetracyn* whenever you take a temperature for an AIH response in Tetracyn-sensitive infections.

**Supplied:** TETRACYN TABLETS (*sugar coated*)  
250 mg., 100 mg. and 50 mg.

TETRACYN ORAL SUSPENSION (*amphoteric*)  
(*chocolate flavored*) Bottles of 1.5 Gm.

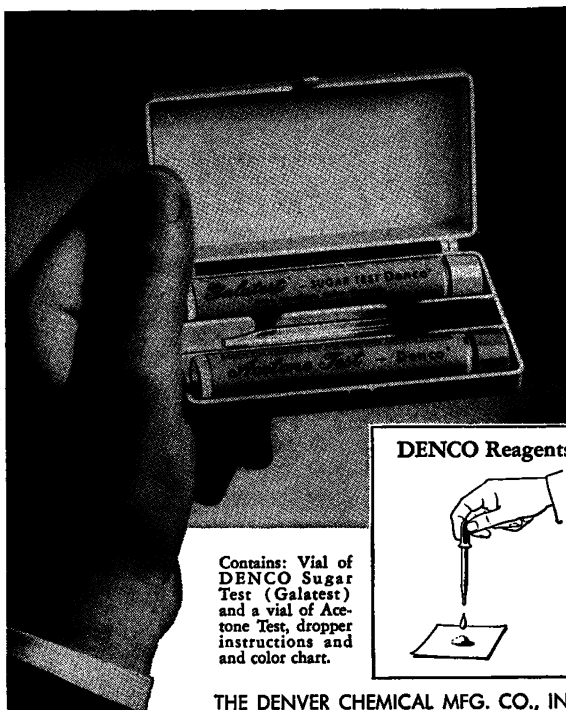
TETRACYN INTRAVENOUS  
Vials of 250 mg. and 500 mg.

TETRACYN OINTMENT (*topical*)  
30 mg./gram ointment  
½ oz. and 1 oz. tubes



BASIC PHARMACEUTICALS FOR NEEDS BASIC TO MEDICINE

536 Lake Shore Drive, Chicago 11, Illinois



Contains: Vial of Denco Sugar Test (Galatest) and a vial of Acetone Test, dropper, instructions and color chart.

## The new plastic **DENCO®** urinalysis kit for diabetics

Your diabetic patients will welcome this new Denco Urinalysis Kit, combining both easy-to-use Denco Sugar Test (Galatest) and Denco Acetone Test. The Kit is made of sturdy plastic, in a pleasing neutral color, unmarked and so attractive.

Dropper and instructions with color chart are included... a complete, convenient and simplified unit that fits easily into the pocket or purse of the diabetic patient.

### DENCO Reagents Provide Your Diabetic Patients

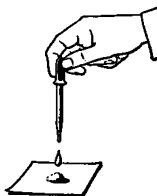
#### With These Important Advantages:

**Simplicity** — A little powder... a little urine. No test tubes, no measuring, no boiling. Same technique for both tests.

**Accuracy** — Distinct color reactions immediately. No false positives.

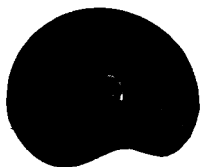
**Economy** — There is enough powder in each vial for about 100 tests. Each test costs but a fraction of a cent.

*Descriptive literature on request. Dept. B-46*



THE DENVER CHEMICAL MFG. CO., INC. • NEW YORK, N. Y. • MONTREAL, P. Q.

## PLASTIC AND GLASS EYES



## MAGER & GOUGELMAN, Inc.

OVER A CENTURY OF SERVICE • 1851-1952

- PRIVATE FITTINGS
- PERSONAL ATTENTION
- EXPERIENCE & SKILL

510 MADISON AVE., N. Y. 22  
Telephone Plaza 5-3756

For twenty years...  
we have constantly endeavored to serve  
the medical profession with...

*better products for  
better birth control*

## Cooper Creme

*no finer name  
in contraceptives*



active ingredients:  
Trioxymethylene .04%  
Sodium Oleate 0.67%



Whittaker Laboratories, Inc.  
Peekskill, New York

**FREE**

Please send: Full Size \$1.50 Combination Package  
Free—Cooper Creme/Dosimeter.

Name \_\_\_\_\_ M.D.

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

2

*For the Aged and Senile Patient*



## ORAL *Metrazol*

— to help the geriatric patient with early or advanced signs of mental confusion attain a more optimistic outlook on life, to be more cooperative and alert, often with improvement in appetite and sleep pattern.

Metrazol, a centrally acting stimulant, increases respiratory and circulatory efficiency without over-excitation or hypertensive effect.

Dose:  $1\frac{1}{2}$  to 3 grains, 1 or 2 teaspoonfuls Liquidum, or the tablets, every three or four hours.

Metrazol tablets,  $1\frac{1}{2}$  grs. (100 mg.) each. Metrazol Liquidum, a wine-like flavored 15 per cent alcoholic elixir containing 100 mg. Metrazol and 1 mg. thiamine HCl per teaspoonful.

Metrazol® brand of pentyletmetrazol, a product of E. Bilhuber, Inc.

**BILHUBER-KNOLL CORP.** distributor

**ORANGE  
NEW JERSEY**

Herald Square, N. Y.

Parkchester, Bronx

Jamaica, Queens

White Plains, N. Y.

Flatbush, Brooklyn



## MACY'S PRESCRIPTION DEPARTMENT

**Macy's respects professional ethics.** We carefully avoid discussing your prescription, either its ingredients or its use, with your patient. You can be assured that all your prescriptions are accurately compounded exactly as you write them. And all our preparations, made from the finest ingredients obtainable, are carefully checked by our supervising pharmacists.

No wonder so many physicians prefer Macy's Prescription Department.



PHOTOGRAPH BY CHARLES KERLEE

Puts the gouty arthritic "on the road" again . . .

## BENEMID®

PROBENECID

**Typical of the dramatic results** with BENEMID in chronic gouty arthritis is the case of "J. B. . . . bedridden two months with continued pain. . . . At the end of probenecid therapy, he was able to walk unaided and drive his automobile."<sup>1</sup>

BENEMID "increases the excretion of uric acid by diminishing its tubular reabsorp-

tion."<sup>2</sup> It helps prevent tophi, decreases those already present<sup>3</sup>—thus diminishes inflammation and muscular spasm.<sup>2</sup> Toxic reactions are unusual.

**Quick Information:** Available in 0.5 Gm. tablets. *Dosage:* 1 to 4 tablets daily. *Contraindications:* Renal impairment.

**References:** 1. J.A.M.A. 149:1190, 1952. 2. J.A.M.A. 154:216, 1954. 3. Geriatrics 8:606, 1953.



**A NEW tranquilizer-antihypertensive combination, especially for moderate and severe essential hypertension...**

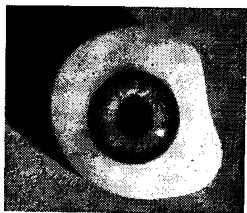
**Serpasil-Apresoline<sup>®</sup>**  
hydrochloride  
(RESERPINE AND HYDRALAZINE HYDROCHLORIDE CIBA)

**COMBINING IN A SINGLE TABLET:** The tranquilizing, bradycrotic and mild antihypertensive effects of Serpasil, a pure crystalline alkaloid of rauwolfia root. The more marked antihypertensive effect of Apresoline and its capacity to increase renal plasma flow.

Each tablet (scored) contains 0.2 mg. of Serpasil and 50 mg. of Apresoline hydrochloride.

**C I B A**  
Summit, N.J.

2/2018M



SATISFACTION GUARANTEED

**Specialists in Plastic and Glass  
Artificial Human Eyes Exclusively**

*Referred Cases Carefully Attended*

**FRIED & KOHLER, Inc.**

665 FIFTH AVENUE near 53rd Street  
NEW YORK, N. Y. Tel. Eldorado 5-1970

**when proper or corrective  
shoes are indicated . . .**

**prescribe PEDIFORMES**

IN STOCK:

- straight last shoes
- inflare last shoes
- outflare last shoes
- club foot shoes
- flat foot shoes
- childrens' shoes with Thomas Heel and long counter

You are assured alterations and fittings as you prescribe because of our interest, and experience gained in serving the medical profession for more than 40 years.



34 West 36th STREET  
New York City  
Wisconsin 7-2534

Other Shops in: Brooklyn • Flatbush • Hempstead  
New Rochelle • East Orange • Hackensack

provides  
relief from  
a wide variety  
of seasonal  
allergies

BENADRYL Hydrochloride  
(diphenhydramine hydro-  
chloride, Parke-Davis)  
is available in a variety of forms  
—including Kapseals,® 50 mg.  
each; Capsules, 25 mg. each;  
Elixir, 10 mg. per teaspoonful;  
and Steri-Vials,® 10 mg. per cc.  
for parenteral therapy.

**BENADRYL**

Patients troubled by lacrimation, nasal discharge,  
and sneezing respond to BENADRYL and  
enjoy symptom-free days and restful nights.



*Parke, Davis & Company*  
DETROIT, MICHIGAN

## LONG BEFORE HOT FLUSHES APPEAR . . .

Patients presenting such classic menopausal symptoms as hot flushes cause little diagnostic difficulty. However, throughout the period of declining ovarian function which may begin long before hot flushes appear, many women complain of distressing symptoms which though less clearly defined are actually due to estrogen deficiency. For example, insomnia, headache, easy fatigability, and symptoms affecting the bones, joints, and the skin may not be readily identified as due to estrogen deficiency because they may occur years before, or even years after cessation of menstruation.

Investigators<sup>1,2</sup> have found that as the body attempts to adjust itself to declining estrogen production, a number of symptoms may appear which call for the prompt institution of estrogen replacement therapy. These symptoms may be nervous, circulatory, arthralgic, or dermatologic in character because the loss of ovarian hormone "withdraws one of the most important metabolic regulators of the organism"<sup>3</sup> and affects many body functions. If such metabolic imbalance or deficiency is evidenced, the administration of estrogen is clearly indicated.

"PREMARIN" presents the complete equine estrogen-complex as it naturally occurs. "Premarin" not only produces prompt symptomatic relief, but it also imparts a gratifying and distinctive "sense of well-being." It has no odor . . . imparts no odor.

**"PREMARIN"**



*Estrogenic substances (water-soluble), also known as conjugated estrogens (equine). Available in both tablet and liquid form.*

1. Werner, A.: Acta endocrinol. 13:87, 1953.

2. Malleson, J.: Lancet 2:158 (July 25) 1953.

3. Goldzieher, M. A., and Goldzieher, J. W.: Endocrine Treatment in General Practice, New York, Springer Publishing Company, Inc., 1953, p. 23.



**NEW YORK, N. Y. • MONTREAL, CANADA**

# NIGHT and DAY

patients appreciate the effectiveness of **LUASMIN** in controlling the distressing symptoms of **bronchial asthma . . .**

A capsule and an enteric-coated tablet at bedtime generally results in an uninterrupted **night** of sleep—**and** if needed, capsules give relief during the **day**.



## LUASMIN

Enteric Coated Tablets and Capsules

*provide*

Theophylline Sodium Acetate .....	(3 gr.) 0.2 Gms.
Ephedrine Sulfate .....	(½ gr.) 30 Mg.
Phenobarbital Sodium .....	(½ gr.) 30 Mg.

**Also available in half-strength.**

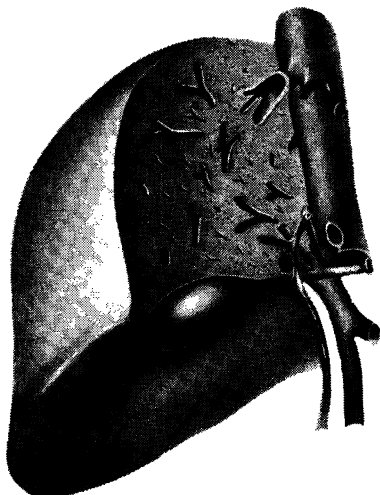
For samples just send your Rx blank marked 20-LU-6



**BREWER & COMPANY, INC. WORCESTER 8, MASSACHUSETTS U.S.A.**



# normalize fat metabolism... protect the liver...



**In your diabetic, cirrhotic,  
overweight and geriatric patients**

liver damage may be aggravated  
by dietary restrictions and other factors  
which reduce intake of lipotropics essential  
for liver protection.

## **LIPOCAPS and LIPOLIQUID**

provide the massive doses of choline  
and other important lipotropics needed  
to improve hepatic function, facilitate  
mobilization and transport of fat and curb  
fatty infiltration of the liver.

## **LIPOLIQUID**

Each tablespoonful (15 cc.) contains:

Choline* (equivalent to 9.15 Gm. of choline dihydrogen citrate)	3.75 Gm.
Vitamin B <sub>12</sub> U.S.P.	4.20 mcg.
Inositol	75.00 mg.

\*As tricholine citrate.

Pint bottles.

Dosage: 1 to 2 tablespoonfuls daily for adults.

LIPOLIQUID is sugar- and alcohol-free.

## **LIPOCAPS<sup>®</sup>**

Each orange capsule contains:

Choline bitartrate	450 mg.
dl-Methionine	150 mg.
Inositol	100 mg.

Bottles of 100.

Dosage: One capsule three times daily.

*L*akeside  
laboratories, INC., MILWAUKEE 1, WISCONSIN

**Out in front...**  
*in treatment  
of  
hypertension*



**Raudixin**

SQUIBB RAUWOLFIA

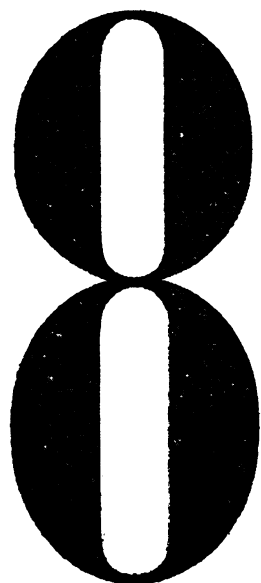
More physicians write prescriptions for Raudixin than for all other forms of rauwolfia combined. The reasons for this choice are sound:

- Raudixin contains the standardized *whole root* of *Rauwolfia serpentina*. There is no definite evidence that any alkaloid or fraction has all the beneficial actions of the whole crude root.
- Raudixin lowers blood pressure moderately, gradually, stably. It also slows the pulse and has a mild sedative effect.
- Raudixin is the *safe* hypotensive agent. It causes no dangerous reactions and almost no unpleasant ones.
- Raudixin is often effective alone in mild to moderate hypertension of the labile type. In more severe cases it is effectively combined with other hypotensive agents.

50 and 100 mg. tablets, bottles of 100

**SQUIBB**

RAUDIXIN® IS A TRADEMARK



good reasons  
for using

**'POLYSPORIN'®**

**POLYMYXIN B—BACITRACIN OINTMENT**

#### 1. ANTI-GRAM-NEGATIVE AND ANTI-GRAM-POSITIVE

Combines the bactericidal activity of 'Aerosporin'® Sulfate Polymyxin B Sulfate against gram-negative bacilli with that of bacitracin against gram-positive organisms.<sup>1,2</sup> Their effects are completely additive.<sup>3</sup>

#### 2. ANTI-PSEUDOMONAS

'Aerosporin' is the most effective therapeutic agent known against *Pseudomonas (pyocyaneus)*.<sup>6</sup> *Pseudomonas* organisms commonly gain access to skin and lesions from the air and occasionally from instruments, dressings and drug solutions.<sup>7</sup>

#### 3. MINIMAL SENSITIZATION

'Aerosporin' and bacitracin have low indices of allergenicity; an important advantage over penicillin, streptomycin, and sulfonamides.<sup>5,6</sup>

#### 4. NO DAMAGE TO TISSUES

In concentrations used locally the antibiotics do not damage tissue or blood cells—compare this with the effects of chemical antiseptics.<sup>6,7,8</sup>

#### 5. NEGLIGIBLE ABSORPTION

Systemic absorption of 'Aerosporin' or bacitracin from intact skin, mucous membranes, or lesions of either is practically nil.<sup>6,8</sup>

#### 6. RAPID DRUG RELEASE FROM BASE

Non-aqueous base readily gives up the antibiotics to skin and tissue fluids. Absence of water from the base insures stability of the antibiotics.<sup>4</sup>

#### 7. SPARING GENERAL ANTIBIOTIC SENSITIZATION

Use of rarely-sensitizing 'Aerosporin' and bacitracin for local lesions avoids possible sensitization to penicillin, streptomycin, or the broad-spectrum antibiotics, thus leaving the patient responsive to them in case of serious systemic infection.

#### 8. PROPHYLACTIC VALUE

To protect burns, skin grafts, and other lesions from contamination by practically all bacterial pathogens, particularly *Pseudomonas*. Prevention of infection probably shortens healing time and reduces incidence of fever and inflammation.<sup>7</sup>

'POLYSPORIN'® Polymyxin B — Bacitracin Ointment

Available in 1/2 oz. and 1 oz. tubes and 1/8 oz. ophthalmic tubes

#### REFERENCES

1. Frank, P. F., Wilcox, C., and Finland, M.: In Vitro Sensitivity of Coliform Bacilli to Seven Antibiotics, *J. Lab. & Clin. Med.* 55: 188 and 205, 1950.
2. Johnson, B. A., Anker, H., and Meleney, F. L.: A New Antibiotic Produced by a Member of the *B. subtilis* Group, *Science* 102: 376, 1945.
3. Jawetz, E., and Marshall, M. S.: The Role of the Laboratory in Antibiotic Therapy, *J. Pediat.* 37: 545, 1950.
4. Wrong, N. M., et al.: The Treatment of Pyogenic Skin Infections with Bacitracin Ointment, *Canad. M. A. J.* 64: 395, 1951.
5. Finnerty, E. F., Jr.: Bacitracin in Dermatology, *New England J. Med.* 245: 14, 1951.
6. Jawetz, E.: Infections with *Pseudomonas aeruginosa* Treated with Polymyxin B, *Arch. Int. Med.* 89: 90, 1952.
7. Jackson, D. M., Lowbury, E. J. L., and Topley, E.: Pseudopyocyanin in Burns, *Lancet* 261: 187, 1951.
8. Meleney, V. L., and Johnson, B. A.: Bacitracin Therapy, *J. A. M. A.* 133: 675, 1947.



**Burroughs Wellcome  
& Co. (U. S. A.) Inc.**

Tuckahoe 7, New York